



LIMOUSINE, CHARTER & TOUR

## **ABA Extends Online Travel Options Via Tours.com Alliance**

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Motorcoach operators can get more access to clients and travel planners booking trips online.

WASHINGTON, D.C. — The [AMERICAN BUS ASSOCIATION](#) (ABA) recently partnered with Tours.com to offer expanded access and increased consumer exposure for ABA operator members who want to connect with travel providers, consumers, and travelers who are searching for travel options online.

[TOURS.COM](#) is one of the oldest and most respected travel and tourism web sites, garnering hundreds of thousands of unique visitors each month. It continues to expand its reach to include tens of thousands of travel providers and travel resources in its searchable directory listing.

A [SPECIAL WEB PAGE](#) has been created on Tours.com to help consumers find reliable motorcoach operators in the U.S. and Canada, and ABA is the featured provider of that content. A consumer tour booking tool is also expected to be introduced later in the year to allow consumers to create their dream trips online.

“With more and more consumers and travel professionals looking to generate leads and book travel online, partnering with a well-recognized consumer-facing web resource such as Tours.com — and by extension its impressive TV and viral media partners — makes perfect sense for marketing ABA and its members,” ABA President & CEO Peter Pantuso said. “ABA is pleased to offer this new benefit to members, and will explore opportunities to further enhance this exposure for operators by featuring the operations of ABA member and travel offerings.”

Information: [TOURS.COM](#) or [MOTORCOACH WEB PAGE](#).

Anyone interested in being featured on the motorcoach web page should contact Tours.com’s Maria Polk at maria@tours.com.